C2700-1 5/7/82

Automotive News

May 3, 1982

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57th year—$40 per year, $1.00 per copy

1st-quarter dip steepest on record

U.S. dealer total off 276

By John K. Teahen Jr.
Managing Editor

It's a new year, but there has been no letup in the attrition in the number of dealerships handling domestic makes of passenger cars.

In fact, the decline is getting worse.

The latest AUTOMOTIVE NEWS census finds that there were 21,404 outlets for U. S.-built cars on April 1, down 276 from the 21,680 counted on Jan. 1.

It was the steepest first-quarter decline in the 21 years AUTOMOTIVE NEWS has been compiling dealer totals on a quarterly basis.

This year's loss of 276 locations compares with dips of 221 in the first quarter of 1981 and 258 in the comparable period of 1980.

Back in the good old days of the U. S. auto industry, the declines were much lighter — 86 in the first quarter of 1979, 29 in 1978, 36 in 1977 and 51 in 1975.

Tables on Page 41.

All five of the major domestic manufacturers shared in this year's dropoff, but in widely varying degrees. The bigger they are, the bigger the fall.

American Motors and Volkswagen, the two smallest makers, fared best with dips of 12 and 14 outlets, respectively. Chrysler Corp. was down 29, and there were slips of 78 for Ford Motor Co. and 145 for General Motors.

That's a total of 278. A change in the number of intercorporate duals cut the industry's figure to 276.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

• GM's first-quarter loss was 10 times that of Volkswagen, but on a percentage basis they were about even. The GM dip of 145 outlets amounted to 1.36 percent of its dealer body; VW's 14 was 1.39 percent.

The first-quarter decline in dealer totals is simply another chapter in the saga of the depression gripping the domestic auto industry. A sharp upturn in deliveries and profits at the retail level is a must before the decimation can be curtailed.

Looking at franchise totals, Chrysler Corp. had the best record among the Big Three. Imperial and Plymouth each showed a gain of one franchise during the first quarter, while Chrysler was down five and Dodge car was down four. The franchise count was down less than the dealer total, indicating increased dualing among the corporation's four lines of cars.

The car franchise figures were down for each of the Ford Motor and GM lines. At Ford, the dips amounted to 66 for Ford cars, 34 for Mercury and 12 for Lincoln.

Chevrolet was down 65 franchises for the quarter, almost exactly the same as Ford. Elsewhere at GM, there were drops of 35 for Pontiac, 25 for Buick, 20 for Oldsmobile and 15 for Cadillac.

Chevrolet's 5,430 is the highest franchise total in the do-

Continued on Page 41, Col. 4

'Gray-market' imports face tighter restrictions

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Lamborghini Countach, Ferrari Berlinetta Boxer, Porsche 930 Turbo, BMW M-1, Ferrari Mondial, Mercedes-Benz 500-SLC. To motoring enthusiasts they are the stuff of headspins, the vestal virgins of the auto kingdom, the epitome of what the most mundane of motoring vehicles could be, given enough money and freedom to conceive it. But, they are a headache, too, and, oddly enough, for the very people who make them.

Countachs, Boxers, 930 Turbos and the like are not sold here by Lamborghini, Ferrari and Porsche because the companies either could not or wished not to certify the cars to U. S. government standards on tailpipe emissions and safety.

The cars are, nonetheless, available here. Available from so-called, "importers for resale." These are entrepeneurs who, exploiting a loophole in the Clean Air Act, "certify" the vehicles to meet government tailpipe standards.

The "loophole" works as follows: Rather than running a full battery of emissions tests to certify that the vehicle will meet tailpipe emission standards for 5 years or 50,000 miles, as called for by the Clean Air Act, testing that costs on the order of $150,000 per engine family, importers for resale need pass only one test.

This test is a varied driving

Continued on Page 40, Col. 1

breaking news

ASC and McLaren form joint firm

DETROIT. — Heinz Prechter's ASC, Inc., and McLaren Engines, Inc., have formed a new jointly held company, ASC/McLaren. Prechter said joining of the two companies provides a potential for the creation of "ultimate automotive specialty products" with unique design and powertrain characteristics. The new firm will be headquartered in Southgate, Mich.

AMC slaps release of Jeep rollover verdict

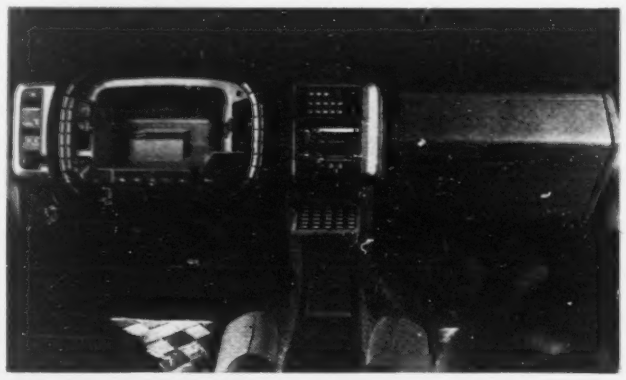
DETROIT.—American Motors Chairman W. Paul Tippett Jr. blasted a Reno (Nev.) judge for releasing his findings in favor of the plaintiff in a Jeep CJ-5 rollover suit after AMC had settled for $5 million. Tippett, at the AMC annual meeting, said the company won two previous rollover suits this year, but he refused to disclose how many suits were outstanding and how much settlements and awards cost AMC last year. The Reno judge released his opinion that the CJ-5 had faulty design despite AMC's attempts to quash the opinion by settling out of court. The opinion could be used as a precedent in other cases.

See BREAKING NEWS, Page 8, Col. 1

Turin toppers

New direction from ItalDesign

ItalDesign lends a classic shape to the 2-liter sedan with its Orca. The body features flush-fitted windows. Inside is a radically different instrument display replacing the speedometer and tachometer.



Space-age concept from Bertone

Bertone's Mazda MX-81 combines a wedge-shaped body with some radical features in the interior. Instead of a steering wheel, it has a crawler-track-type rack which rotates around a television screen. The screen displays information normally provided by dashboard instruments.

Striking Viking from Rayton Fissore

Rayton Fissore, Italian coachbuilder launched five years ago, turned out this version of a Saab Turbo for the Turin Motor Show. Rayton Fissore is also doing design work for Chrysler Corp.

But flair for design persists

Technology to the fore at Turin

By Richard Feast
European Editor

TURIN.—Everyone knows it—the Italians' reputation is for design flair, not as leaders of technology or production.

Everyone, that is, except the Italians. The domestic industry not only came up with its usual styling creations for the biennial auto show here, but it launched a major frontal attack on the areas of high technology and efficiency.

Not everyone is convinced, but the evidence is worth a closer look.

The vehicle technology involved two four-wheel-drive sedan developments, a Ferrari with a turbocharged engine, developments in engine cut-off systems, a production car with a mechanically driven supercharger, and the opening of a new research center by Pininfarina.

On the production front, Fiat Auto's managing director claimed efficiency improvements that put the company on a level with the rest of Europe. (It would be too much to expect favorable comparisons with the Japanese.)

Later, Alfa Romeo's chairman reported that his company's productivity has in recent weeks been "substantially aligned" with that of Fiat.

The public face of optimism may not be built of granite. But

Continued on Page 6, Col. 1

NEWSPAPER

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Cimarron changes division's demographics

New types of buyers go for little Cadillac

By Al Fleming
Industry Editor

The little Cimarron is not just a big sales plus for Cadillac this year. It's also changing the division's owner profile.

In the 1982 model year through April 10, Cadillac sales were up 5,265 units over '81 model sales in the comparable period a year earlier. Virtually all the gain was accounted for by Cimarron, which wasn't introduced until last May.

Here are the Cadillac sales figures for the two model years through April 10:

	1982	1981
DeVille, Fleetwood Brougham	70,847	70,589
Eldorado	28,089	29,513
Seville	13,155	16,922
Cimarron	10,198	.....
Total	122,289	117,024

At a time when industrywide new-car sales are slumping along, Cadillac registered a 4.5 percent increase in the '82 model year through April 10 and a 4.6 percent improvement in its daily sales rate.

Cimarron is one of the smallest Cadillacs built since the Model D was introduced in 1905. It's the first Cadillac with a four-cylinder engine since 1914, and the first to feature a standard manual transmission since 1953.

The little four-door sedan is altering Cadillac's buyer profile, according to L. B. (Braz) Pryor, division general sales manager.

"It's changing our demographics," he said. "We used to attract mostly senior executives and professional people. Now the average age is coming down, and we're attracting young affluents and skilled trades people."

Pryor said Cadillac showrooms are pulling in young working couples with "a combined income of $45-$50,000," and that "80 percent of Cimarron buyers never owned a Cadillac before."

Cadillac's success reflects a resurgence in the full-size and luxury markets generally; their market share is up this year, while compact and intermediate cars are down.

Asked for a reason, Pryor said, "A lot of people prefer the passenger room and luggage space of a large car, as long as it's reasonably fuel efficient."

Cadillac's 1982 fleet averages 22 MPG on the EPA scale compared with about 10.5 in 1974. The full-size '82s also are about 1,000 pounds lighter and a foot shorter than the '74s.

"Now that fuel is readily available, and the public is convinced it isn't going to go to $2.50 or $3 a gallon, people are opting for full-size cars," Pryor surmised.

The recent drop in gas-pump prices is adversely affecting sales of diesel-powered Cadillacs, however, just as it is the diesel-car market generally.

Diesels accounted for 11.5 percent of Cadillac sales in the '82 model year through April 10 compared with 16.7 percent a year earlier. The fuel-efficient engine is offered as an option on all Cadillac models except Cimarron and Fleetwood Limousine.

Pryor maintains that introduction in '82 models of the division's new fuel-injected 4.1-liter iron/aluminum-block V-8 (standard on all '82 Cadillacs except Cimarron and Fleetwood Limousine) also is responsible for the diesel sales decline.

Cadillac's expanded line of cars is instilling hopes of an expanded share of the luxury-car market in the U. S. Pryor said the division's target is "31 or 32 percent" of the luxury segment this year, including domestic and import makes. Its share in the '82 model year through April 10 was 31.6 percent, up from 31.4 percent a year earlier.

He estimated that Cadillac will sell 228,000 '82 models compared with 226,000 '81s.

"Our guns are aimed right at the high-group imports," Pryor said. "Two years ago, led by Mercedes-Benz and BMW, they were taking about 10 percent of the luxury market; now it's 20 percent."

Market analysts contend consumers perceive that luxury-import quality, reliability and durability are superior to that of domestic makes, which increases the imports' value as used cars.

To this, Pryor responds: "Some foreign makes, such as Mercedes, have increased new-car prices in bigger chunks than domestics; that's had a salutary effect on their used-car prices, but the money difference (from year to year) is staggering when a customer goes to buy a new Mercedes."

• Pryor said Cadillac has "tremendously strong dealers," that the division ended 1981 with 1,600 dealers, the same as the year before.

They will not have an all-new product, such as Cimarron, to sell in the '83 model year, however. "It will be an evolutionary year for Cadillac," Pryor said. "We'll fine-tune our existing lineup."

Just as Cadillac's model lineup and owner profile are changing, so are its assembly operations.

Currently, deVilles and Fleetwood Broughams are built in Detroit, and Eldorados and Sevilles at a GM assembly plant in Linden, N. J.

Cimarrons were assembled at a GM assembly plant in South Gate, Calif., until the facility closed March 23. Starting June 1, the cars will be made at GM's Janesville (Wis.) plant.

But the future has Pryor excited. "GM is building three new plants, and Cadillacs will be assembled at two of them," he said. "That means we'll have the benefit of the company's very latest manufacturing technology."

Starting in the fall of 1983 with '84 model production, C-body Cadillacs (deVille, Fleetwood Brougham) move into a new plant in Lake Orion, Mich.

"Sometime in 1984, we're not sure of the exact timing," Pryor said, E-body (Eldorado) and K-body (Seville) '85 models go into production at a new Detroit-Hamtramck assembly plant.

Asked to forecast when the entire new-car market will recover, Pryor said indications are that sales will start picking up in the third quarter, sustain momentum in the fourth quarter and show substantial improvement in the last half compared with the first half of 1982.

He looks for continued improvement in 1983.

The everything vehicle

The 1982 version of the front-drive off-road Renault Rodeo has a new body. Much shorter than previous models, it features soft nose and side panels as well as soft-material removable roof, rear and rear side windows. The multi-purpose Rodeo is based on the Renault 4 GTL with 1.1-liter engine. It seats up to four.

Company won't implement changes during new UAW pact

GM bonus commotion winds down

By Edward Lapham
Financial Editor

The great 1982 General Motors bonus snafu was fairly well sorted out last week, although there was an aftermath of confusion among shareholders, analysts and labor officials.

The snafu began innocently enough, as GM announced in its April 16 proxy statement that it was revising its incentive program with a proposal for the May 21 annual meeting that would lower the profit threshold for executive bonuses, create a new stock option plan, broaden the number of executives eligible and create a new Performance Achievement Plan (AUTOMOTIVE NEWS, April 26).

News Analysis

GM now has agreed not to implement the new bonus and stock option procedures during the current UAW contract, which expires Sept. 14, 1984.

Although the proxy statement clearly stated that the Bonus and Salary Committee, comprised entirely of non-employe board members, had started its review of the incentive program in December, 1980, and recommended the changes on March 1, 1982, before the company went back to the bargaining table to work out concessions with the UAW, union officials were incensed by the plan.

The situation was exacerbated when an internal document informing salaried employes that merit raises were not included in the sacrifices expected under the equality of sacrifice letter of understanding attached to the labor agreement was made public.

• UAW dissidents who had opposed the union concessions and forced the narrow 52 percent to 48 percent approval of the new pact, seized upon the internal document and began calling for a one-day strike against GM to protest the "bad faith" move.

Last week both UAW and GM spokesmen confirmed that the merit raises were discussed during the negotiations and were in fact excluded from expected sacrifices in the letter of understanding signed by GM Chairman Roger B. Smith.

A GM spokesman told AUTOMOTIVE NEWS the revised incentive plan was not an attempt to undermine or violate the UAW agreement. "Like the profit-sharing program for UAW members, it was designed to create incentive for employes to make the corporation profitable," he said.

It seemed to many UAW members that GM, through the revised incentive program and the retention of merit-raise prerogatives, was undermining the new agreement.

As a result, UAW President Douglas Fraser and Owen Bieber, UAW vice president and head of the union's GM department, met with company officials for 11 hours and emerged with a letter from Smith declaring that for the life of the new contract, GM will not "award bonus in excess of the amount that would have been generated under the present formula and will restrict the number of stock optionees to the number of participants under the present plan" in the interest of "keeping with the spirit" of the new UAW contract.

Smith also said that for the duration of the agreement, GM will not make any awards under the new Performance Achievement Plan.

The negative response to the revised incentive program was not restricted to the UAW. Shareholders told AUTOMOTIVE NEWS they believe the plan was not warranted in light of the lack of dividend growth.

Wilma Soss, GM shareholder, long-time shareholder advocate and chairman of the Federation of Women Shareholders In American Business, agreed that the announcement of the plan was ill-timed and said it pointed up the need to restrict the terms of outside directors. She will present such a proposal at the annual meeting.

"This is the third blunder Smith has made this year," said one Wall Street analyst. "First, he promised price cuts through a UAW concession package he couldn't win. Then he tried to play around with the annual meeting, a stand from which he also had to back down."

While labor leaders, shareholders and others were trying to understand what caused the problem, others were more empirical in their analysis.

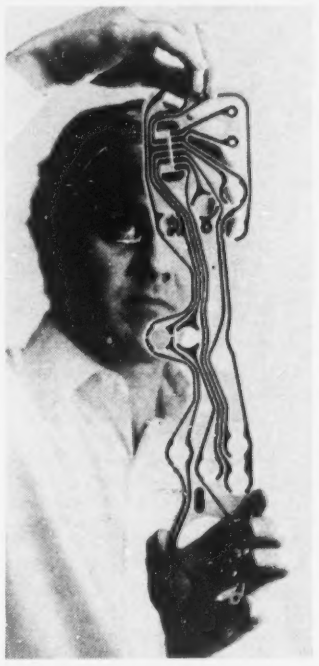
Arthur Davis, auto analyst for Prescott Ball & Turben, said the lower profit threshold for bonuses "was a clear signal GM expects drastically reduced earnings" for the next several years.

Davis also said it is now unlikely GM will be able to wring a needed $2.5 billion in concessions from local negotiations, making it imperative for the corporation to make an equity offering to raise capital, perhaps as soon as June.

There was little question that much of the brouhaha surrounding the revised incentive program was generated by the media, which in retrospect may have misunderstood the situation, been manipulated by UAW dissidents and in turn fed the controversy, thereby making it aimost imperative that Fraser and other UAW leaders, for political reasons, take a tough stand.

Still, it was a genuine snafu which could have ramifications beyond Smith's letter.

Said one shareholder: "It's going to be a very spirited annual meeting."



Flexible

Goodyear employe checks a flexible printed circuit board that replaces bulky wiring in an instrument panel. Goodyear provides Vitel copolyester resins that bond copper foil to plastic backing.

index

Auction reports	28
Classified advertising	30
Editorial page	14
Production by makes	42
Truck highlights	12

57th year — No. 4913

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

BMW deal opens

SPRINGFIELD, Mass.—Balise Motor Sales (BMW), headed by James E. Balise, has opened here.

Its total rises 15 pct.; industry climbs 6 pct. over 1981

GM paces mid-April sales upturn

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-April were paced by a 15.53-percent gain for General Motors, plus a slight improvement at Ford Motor Co. The industry's total was up from its year-ago level and was higher than in the first 10 days of the month.

April 11-20 domestic sales totaled 158,824, 6.79 percent ahead of 148,726 for the corresponding period of 1981, and up 19.06 percent compared with the early-April period.

With eight selling days this year and last, the daily selling rate of 19,853 was up 6.79 percent from 18,591. The daily rate climbed 33.94 percent from the early-April average of 14,822, which was based on nine selling days.

Year-to-date sales of 1,692,916 were still far distant—17.16 percent—from last year's total of 2,043,519.

General Motors was chiefly responsible for buoying up the domestic total. GM sales climbed 15.53 percent, to 101,644 from 87,984 last year. Ford Motor Co. was up 1.18 percent, to 34,532 from 33,953.

Chrysler Corp. dropped 12.38 percent during the period, to 17,714 from 20,216 in 1981. Volkswagen of America dealers retailed 2,634 Rabbit sedans, down 30.19 percent from 3,773. Estimated sales of American Motors passenger cars numbered 2,300, down 17.86 percent from 2,800.

GM claimed 64.00 percent of the market for the period, up from 59.16 percent a year earlier. Ford earned 21.74 percent, down from 22.83 percent. Chrysler slipped to 11.15 percent from 13.59 percent. VWoA stood at 1.66 percent, down from 2.54 percent, and AMC had the remaining 1.45 percent, down from 1.88 percent.

All five GM makes, plus Mercury, Lincoln and Chrysler were up for the period. Chrysler, in fact, more than doubled its sales, shooting to 4,768 units from 2,361 last year. Lincoln was up 75.80 percent; Mercury was up 8.74 percent; Buick was up 12.26 percent; Cadillac was up 10.79 percent; Chevrolet was up 22.90 percent; Oldsmobile was up 11.91 percent, and Pontiac was up 9.77 percent.

DOMESTIC SALES

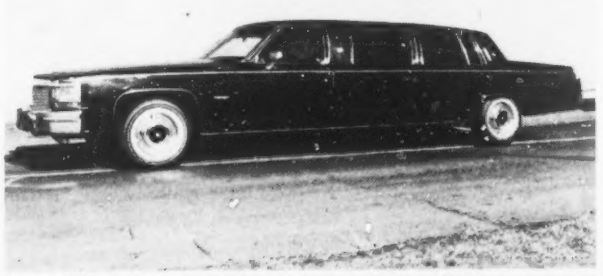
	April 11-20, 1982	April 11-20, 1981
AMERICAN MTRS.	2,300†	2,800†
Chrysler	4,768	2,361
Imperial	102	149
Plymouth	6,706	8,936
Dodge	6,138	8,770
CHRYSLER CORP.	17,714	20,216
Ford	23,162	24,427
Mercury	8,719	8,018
Lincoln	2,651	1,508
FORD MOTOR CO.	34,532	33,953
Buick	19,170	17,076
Cadillac	6,704	6,051
Chevrolet	38,685	31,476
Oldsmobile	23,158	20,694
Pontiac	13,927	12,687
GENERAL MTRS.	101,644	87,984
VOLKSWAGEN	2,634	3,773
INDUSTRY TOTAL	158,824	148,726

†—Estimate.

Best-dressed dealership

Harry Evans, center, president, Boulevard Motors, St. Louis, receives an award plaque from John Capps, left, executive vice president, Volkswagen Mid-America, Inc., and Gerd Beetz, vice president corporate service, Volkswagen Mid-America. The dealership was cited for excellence in appearance and maintenance. It has participated in the company's national program focusing on creating attractive and inviting dealership facilities.

'82 Cadillacs "Extended Body" Limousines



"AMERICAN CUSTOM COACHWORKS, LTD."

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*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-4

Chrysler offers incentives and rebates on truck lines

Continued from Page 12

applied toward any domestic Dodge truck purchased or delivered during the next 29 months.

Dodge is currently offering Prospector packages worth up to $1,000 in equipment savings on Ramcharger. It is amending its advertising campaign to combine Prospector package savings with cash rebate savings, calling attention to Ramcharger, for example, offering up to $3,000 in retail savings under the combined programs.

The Dodge and Plymouth import truck program is called "Move Fast for Cash." It runs from April 23 to June 30 and provides cash payments to dealers.

Dealers are assigned to one of four groups, based on their volume. Group 1 has a one-unit qualifier; Group 2 a two-unit qualifier; Group 3 a three-unit, and Group 4 a four-unit qualifier to become eligible for payments.

Each dealership has an assigned retail objective. Achieving 0-30 percent pays $250 per unit; 31-70 percent pays $500; 71-100 percent pays $750 and over 100 percent of objective pays $1,000, nonretroactively.

There is also a one-time fast-start bonus. Dealers who hit 40 percent of objective by May 15 or 80 percent by June 10 and 100 percent by the end of the program receive a one-time payment of $250 (Group 1), $500 (Group 2), $750 (Group 3) and $1,000 (Group 4).

If they hit both the 40 and 80 percent fast starts and achieve the 100 percent by the end, they collect double the amount.

Dealers are required to replace what they sell under the program on a one-for-one basis.

For truck sales ending May 15, they have to submit new orders by May 21; for sales ending June 10, new orders by June 18, and for sales ending June 30, new orders by July 9.

Replacement units will come first from import trucks still owned by Chrysler, sitting at ports; followed by consignment units and, when those are gone, from units en route from Japan.

Audi Quattro, new 4WD sedan, priced at $35,000

TROY, Mich. — Porsche Audi Division of Volkswagen of America has priced its 1983 Audi Quattro four-wheel-drive four-door sedan at $35,000.

Standard equipment on the Quattro includes a turbocharged 2.2-liter 160-HP five-cylinder engine, air conditioning, four-wheel disk brakes, power steering, power windows, power door locks, AM/FM digital stereo cassette radio, cruise control, five-speed transmission, light alloy wheels and steel-belted radial tires.

Another new 1983 model, the Audi 5000 Turbo Diesel four-door sedan, carries a sticker of $17,480. Automatic transmission, power steering, power disk brakes, power windows, AM/FM stereo cassette radio, air conditioning and cruise control are standard.

The division also announced a price increase of 3 percent on the 1983 Audi 5000-S and 5000 Turbo (gasoline engine) four-door sedans and a sales-weighted hike of 3 percent on the Audi 4000 and Coupe.

New prices are: 5000-S, $14,075 (up $410); 5000 Turbo, $19,045 (up $555); 4000 two-door sedan, $10,055 (up $300); 4000-S four-door sedan, $11,205 (up $340); 4000 Diesel four-door sedan, $10,855 (up $340), and Audi Coupe, $12,680 (up $310).

The division said a new Special Value Package for the Audi 4000 offers a customer about $800 worth of options for $250.

Strike named president of Hess & Eisenhardt

CINCINNATI. — Louis N. Strike has been named president of Hess & Eisenhardt Co. The 106-year-old firm makes armored passenger cars for world leaders, executive limousines and custom convertibles.

Strike had been vice president of finance for Hess & Eisenhardt since 1976. Before that, he was a vice president at Continental Illinois National Bank of Chicago.

Greater Chicago Auto Auction Expansion Celebration

$82,000 CASH GIVE-AWAY IN '82.

1982 will be a year to remember. Our one million dollar expansion program will be completed and we're going to celebrate the entire year by giving away $82,000 in cash.

$22,000 cash given away to 82 winners at our Anniversary Sale May 27, 1982.

All transactions from Jan 1, 1982 through May 27, 1982 will qualify:

1	$ 5,000.00 winner
1	3,000.00 winner
2	2,000.00 winners
4	500.00 winners
4	250.00 winners
70	100.00 winners
82	$22,000.00

$4,000 given away the last Thursday of every month in 1982.

1	$1,000 winner
2	500 winners
20	100 winners

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31.21 pct. of January registrations

Imports take record market share

By Jenny L. King
Staff Writer

Registrations of new imported cars were down in numbers in January compared with both year-earlier and December, 1981, levels, but they continued to make inroads into the total market, establishing an any-month penetration record of 31.21 percent.

According to figures compiled by R. L. Polk & Co., new import registrations in the first month of 1982 totaled 158,894, down 8.81 percent from 174,242 in January of 1981 and 13.78 percent away from 184,282 in December.

Import penetration of the January new-car market was an any-month record, 31.21 percent, striking from the record book the previous high of 30.58 percent set in May of 1981.

It demolished the former January peak of 27.38 percent established just one year ago and was up from a 28.80-percent penetration in December of 1981.

Of the top five imports, three increased their portions of the total import market. Honda was up 1.90 percentage points, to 18.42 percent from 16.52 percent a year earlier. Subaru was up to 6.47 percent from 5.40 percent, and Nissan (Datsun) inched up to 18.44 percent from 18.02 percent.

Top-import Toyota cornered 22.53 percent, down 1.25 percentage points from 23.78 percent in January of 1981. Volkswagen dropped to 7.73 percent from 9.62 percent.

Mazda, which yielded fifth place to Subaru this year, was down 2.17 percentage points, to 6.05 percent from 8.22 percent last year. Mercedes-Benz, Volvo and Audi all were up less than a percentage point from year-ago market-penetration levels.

• By country of origin, Japan continued to increase its influence, climbing to 77.29 percent of the import total in January from 75.94 percent a year earlier. Germany dropped to 15.85 percent from 17.78 percent. Sweden was up to 3.73 percent from 2.69 percent, France had 1.96 percent compared with 1.91 percent and Italy slipped to 0.56 percent from 1.08 percent.

Cars from England represented 0.36 percent of the import total in January, down from 0.60 percent, and Ireland supplied 0.25 percent of imports, with no year-ago figure.

Registrations by country of origin in January compared with the month in 1981 were:

	Jan., 1982	Jan., 1981
Japan	122,818	132,321
West Germany	25,193	30,972
Sweden	5,908	4,684
France	3,117	3,335
Italy	895	1,887
England	571	1,043
Ireland	392	——

Registrations of imported trucks in January totaled 32,452, up 2.74 percent from 31,587 in 1981.

Imported truck figures in the first month of 1982, compared with 1981, were:

	Jan., 1982	Jan., 1981
Toyota	9,681	7,995
Nissan	7,612	6,495
Ford Courier	3,651	4,613
Dodge Ram 50	2,816	——
Chevrolet LUV	——	5,134
Others	8,692	7,350

4,000 tire books stocked by U.S.

WASHINGTON. — The Government Printing Office has nearly 4,000 copies of Mechanics of Pneumatic Tires in stock, according to a NHTSA spokesman.

Mechanics of Pneumatic Tires, now in its second edition, is one of the few comprehensive treatments of the subject of pneumatic tires in English.

Copies of the book are available for $18 each from the U. S. Government Printing Office, Washington, D.C. 20402. The stock number of the book—which must be included in mail orders—is 050-003-00377-8.

IMPORT REGISTRATION SHARES IN U. S.
JANUARY

	Regis., Jan., 1982	Percent Share of Market	Regis., Jan., 1981	Percent Share of Market	Pct. Pt. Change 82 vs. 81
Toyota	35,793	22.53	41,427	23.78	— 1.25
Nissan	29,306	18.44	31,392	18.02	— 0.42
Honda	29,271	18.42	28,780	16.52	+ 1.90
Volkswagen	12,288	7.73	16,768	9.62	— 1.89
Subaru	10,276	6.47	9,412	5.40	+ 1.07
Mazda	9,611	6.05	14,326	8.22	— 2.17
Mercedes-Benz	4,979	3.13	4,129	2.37	+ 0.76
Volvo	4,718	2.97	3,738	2.14	+ 0.83
Audi	3,557	2.24	2,896	1.66	+ 0.58
BMW	3,379	2.13			
Fiesta			4,092	2.35	
All Others	15,716	9.89	17,282	9.92	— 0.03
TOTAL	158,894		174,242		
Share of U. S. Total		31.21		27.38	

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U. S. firm puts greater emphasis on program

BMW European deliveries grow

By John A. Russell
New York Staff Writer

MONTVALE, N. J. — In one year, sales of BMW of North America's European Delivery Program have increased 178 percent, moving the company into the number three position for this type of program among European importers.

While the volume is low, Anthony Scelsi, manager of the program for BMW, said he expects this year's sales to double last year's 729.

The sales increase stems from concentrated effort. The company had this type of program for three or four years, Scelsi said, but there never was a strong emphasis placed on it until last year.

The key, he said, has been increased advertising and promotion as well as tours by the European Delivery staff to dealers in the major market areas.

In addition, forms for the program have been simplified and now the BMW training department has included instruction on European Delivery in some of its product knowledge sessions.

Sales have been evenly divided between the four-cylinder and six-cylinder models, Scelsi said, and all sales are made through the local dealer who receives a 10 percent commission.

Scelsi added that a few things have been added to make the customer's arrival at the Freihamm Delivery Center near Munich more pleasant, including food at the company cafeteria, use of rooms and maps with tours outlined.

The marketing department has created a special budget for this program, he added, which has helped in the creation of advertising.

Another element that has increased awareness of the program, he said, is a European Delivery desk at the BMW display at all major auto shows. Also, when dealers have mall shows, material can be distributed.

• BMW is encouraging its dealers to work with travel agencies in their areas to promote the program, and the company has become part of the American Society of Travel Agents.

Scelsi said the program is especially advantageous for the dealer since it can either be a sale or a lease and he has no floorplanning costs.

Another area that is showing some growth is diplomatic sales which reached 80 cars in 1981. Scelsi said 100 cars have been sold in this manner thus far in 1982.

While the sales are handled through the dealer, the company sends out three diplomatic mailings per year and the interested diplomats contact the company.

Those sales are considered house accounts, Scelsi said. The company has a diplomatic sales specialist who will demonstrate the cars to the prospective customer at his office by appointment.

Scelsi said there has always been such a program at BMW but this is the first time there is a "man on the road" demonstrating the cars.

While the company does not anticipate record growth in this area since it is limited by the number of diplomats in the country, there is a value in product awareness and company prestige. There is also some public relations value, Scelsi said.

He said diplomats can order a European model, which can be brought into the U. S. and used for up to two years. It then has to be taken back to Europe. But the usual case is for the diplomat to order a U. S. car and sell it when he is transfered.

Scelsi said he is looking forward to another good year for both programs.

Among the best

Bob Worthington, left, president, Royal Oldsmobile, Stone Mountain, Ga., receives his second consecutive "Elite 100" recognition plaque for being among the top 100 volume Oldsmobile dealers in the U. S. from Jim Schultz, Atlanta zone manager.

Automotive News EXTRA

MAY 3, 1982

NAFA SHOW

Cost per mile tops 22 cents

By Francis J. Gawronski

The expense of keeping the average fleet car in operation increased more than three cents a mile in 1981.

According to the National Assn. of Fleet Administrators (NAFA) annual operating expense survey, per-mile expense for the composite fleet car was 22.2 cents a mile in 1981 compared with 18.9 cents in 1980, a rise of 3.3 cents.

NAFA says most of the increase resulted from higher new-car prices and interest rates—averaging $50 a month more in 1981 than in 1980. Actual operating expenses in 1981 remained fairly steady at less than 10 cents a mile.

A total of 72 fleets operating more than 56,000 cars participated in the survey; results are based on NAFA's Recommended Classification of Automobile Expenses.

Under the accounting system, NAFA says, fleet costs are divided into three major categories:

Operating expenses — all expenses directly related to operating a vehicle, such as fuel, oil, tires and tire repair, and normal maintenance and repair, which are computed in pennies.

Incidental expenses — licenses and taxes, accident repairs less recoveries, washing, parking, tolls and miscellaneous expenses, computed on a dollar per car per month basis.

Standing expenses — investment costs, depreciation and insurance, also computed on a dollar per car per month basis.

Subtracted from incidental and standing expenses, according to NAFA, are chargebacks or credits which are generally for personal use and optional equipment.

NAFA says the 1981 survey is the first in which data were acquired to determine operating expenses for front-wheel-drive and diesel-engine cars, in addition to the four basic size categories — subcompact, compact, midsize and large.

The largest segment of the survey response, according to NAFA, is in the composite fleet group which consists of fleets that report total expenses but do not break out expenses by size groupings.

Makeup of the composite fleet group is 3 percent subcompact, 43 percent compact, 51 percent midsize, 3 percent large.

Operating costs for the composite group increased from .0925 cents a mile in 1980 to .0958 in 1981. The bulk of the increase, NAFA says, resulted from the rise in the cost of gasoline from .0715 a gallon in 1980 to .0745 in 1981.

The average MPG for the composite fleet, according to NAFA, was 16.9 in 1980 and 17.8 in 1981.

Incidental expenses for this group climbed from $33.94 per car per month in 1980 to $39.69 in 1981. Single largest increase in this category was parking and toll charges, up from $11.50 to $16.48.

Standing expenses for the composite group escalated sharply from $174.66 per car per month in 1980 to $234.81 in 1981.

NAFA says a positive factor in limiting total expenses in the composite group "came from a significant increase in credits or dollar return to the company, particularly in personal use chargebacks." This credit increased from an average of $25.53 per car per month in 1980 to $43.63 in 1981.

Net expenses (incidental expenses plus standing expenses less credits) for composite fleet cars totaled $230.37 in 1981, compared with $183.07 in 1980.

Total expenses (total operating expense multiplied by average miles per month plus net expenses), for the composite-group cars, driven 1,897 miles per month, in 1980, were $358.54, or 18.9 cents per mile. According to the 1981 survey, total expenses for cars driven 1,822 miles per month, were $405.42, or 22.2 cents per mile.

NAFA says the 1981 survey also is the first in which sufficient data were acquired to determine operating costs of subcompacts. These vehicles are driven the fewest number of miles per month (1,525) and have the lowest cost (.0818 cents per mile). Based on an average price of $1.35 a gallon for gasoline, these cars averaged 22.9 MPG in 1981, according to NAFA.

Operating cost for a compact car, according to the survey, declined to .0911 per mile in 1981 from .0923 in 1980. While fuel costs increased slightly in 1981. (.0695 vs. .0725) as a result of higher prices, the per mile cost of tires and repair maintenance declined on a per-mile basis.

Small cars averaged 17.4 MPG in 1980, compared with 18.6 MPG in 1981, while the cost per gallon increased from $1.21 per gallon in 1980 to $1.35 in 1981.

Operating cost for midsize or intermediate cars increased from .0922 in 1980 to .0973 in 1981, according to the survey. The entire increase in the cost was attributed to the cost of fuel which rose from .0725 in 1980 to .0781 per mile in 1981. The cost of tires and tire repair and normal repair and maintenance remained practically level in 1981. Average MPG in 1981 was 17.3 as compared to 16.7 in 1980.

Operating cost of large cars increased a little more than one cent a mile in 1981 from .1111 in 1980 to .1213. Almost all of the increase is accounted for in the cost of fuel which climbed from .0659 cents per mile in 1980 to .0977 in 1981. Average MPG of the large cars dipped to 13.8 in 1981 from 14 in 1980.

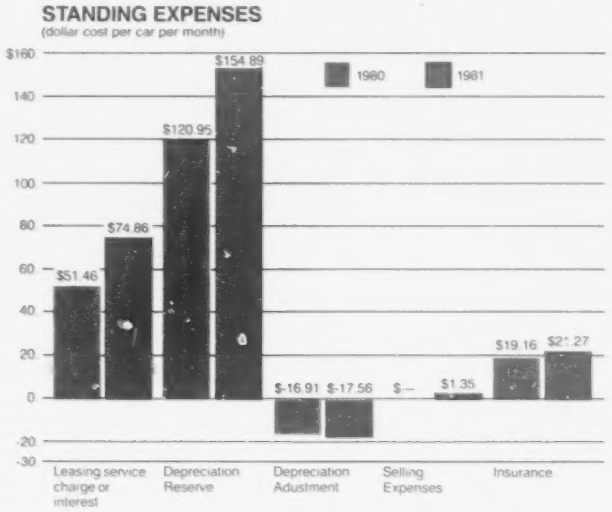
Responses to the survey did not provide enough data to compute incidental and standing expenses for groups other than the composite.

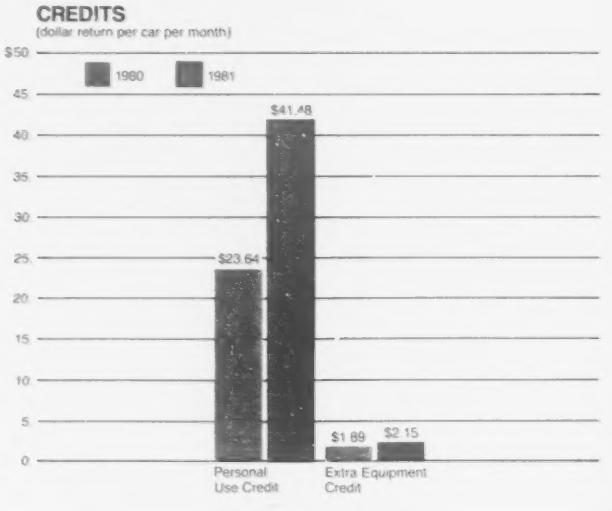
The NAFA 1981 survey reveals, for the first time, operating costs for front-wheel-drive cars, which amounted to .0864 cents a mile for cars driven an average of 1,812 miles a month. The cars averaged 19.8 MPG calculated with gasoline costing $1.35 a gallon. Fuel cost was .0693 cents a mile.

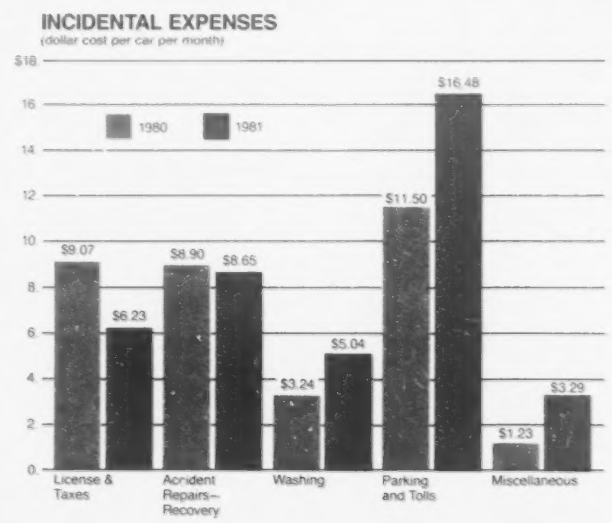
According to the NAFA survey, diesel-powered cars were

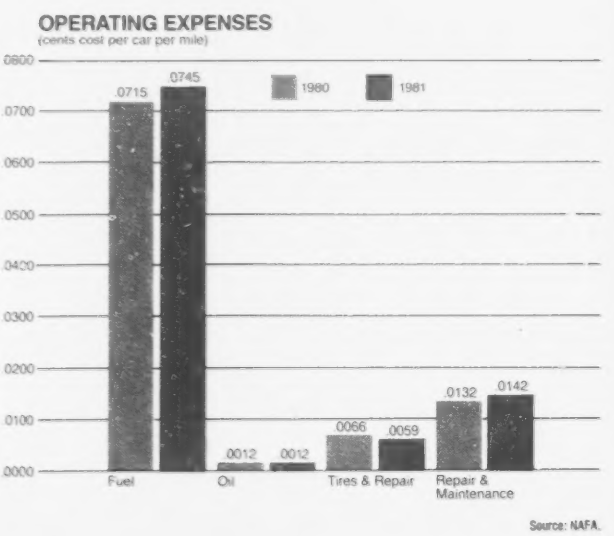
Continued on Page E-12

Expense Comparisons: Composite Fleets, 1980 vs. 1981









Source: NAFA.

Survey shows four-cylinder cars are strong

ROCHESTER, Wis. — A survey of fleet administrators indicates four-cylinder vehicles are as durable as cars with larger engines, according to Runzheimer Report on Transportation.

The publication says it surveyed 34 fleets across the U. S. and Canada with a total of 19,937 automobiles, leased or company owned, and a per fleet average of 665 vehicles. Sixty-five percent of the fleets contained four-cylinder vehicles, with the average size consisting of 26 percent of the fours.

The survey, according to Runzheimer, found that 73 percent of business car fleets encounter no more mechanical problems with four-cylinder cars than they do with six-cylinder and eight-cylinder units.

Sixty-eight percent of those surveyed reported they follow the same maintenance schedule for the four-cylinder units as they do for the bigger engines.

However, 32 percent of the fleet administrators said they believed that the smaller engines should receive more frequent routine maintenance.

As for leased units, Runzheimer said when its researchers asked if the company's lessors had recommended more frequent servicing, only 18 percent of the respondents said yes, while 82 percent said no.

Runzheimer found that 73 percent of these firms use their four-cylinder cars for both local and highway travel; 18 percent only operate them in the city; and nine percent allow highway travel only.

The publication said 82 percent of the fleets introduced four-cylinder cars one to two years ago, 14 percent had them three or more years, and 5 percent less than one year.

The survey also revealed that 82 percent of the fleet administrators indicated they plan to purchase more four-cylinder units when replacing current sixes and eights, 5 percent said no, and 13 said they didn't know.

Runzheimer analysts recommend that drivers who use four-cylinder cars avoid overloading, change oil regularly, accelerate smoothly and allow plenty of passing room.

Editors stated that "no apparent reason exists as to why the currently redesigned, four-cylinder cars can't be as durable and last as long in fleet use as the bigger ones, given they are properly driven."

Operating Expense Comparisons 1980 vs. 1981

Small Cars

	1980	1981
Average miles per month	1,630	1,794
Fuel	.0695	.0725
Oil	.0010	.0011
Tires & Repair	.0074	.0052
Repair & Maintenance	.0144	.0123
Total Operating Expense	.0923	.0911
Average price per gallon of fuel	$1.21	$1.35
Average miles per gallon	17.4	18.6

Midsize Cars

	1980	1981
Average miles per month	1,929	1,799
Fuel	.0725	.0781
Oil	.0011	.0010
Tires & Repair	.0066	.0064
Repair & Maintenance	.0120	.0118
Total Operating Expense	.0922	.0973
Average price per gallon of fuel	$1.21	$1.35
Average miles per gallon	16.7	17.3

Large Cars

	1980	1981
Average miles per month	1,773	1,611
Fuel	.0859	.0977
Oil	.0012	.0014
Tires & Repair	.0065	.0070
Repair & Maintenance	.0175	.0152
Total Operating Expense	.1111	.1213
Average price per gallon of fuel	$1.21	$1.35
Average miles per gallon	14.0	13.8

Source: National Assn. of Fleet Administrators.

Operating Expenses

Small Front-Wheel Drive Cars

	1981
Average miles per month	1,812
Fuel	.0693
Oil	.0010
Tires & Repair	.0050
Repair & Maintenance	.0111
Total Operating Expense	.0864
Average price per gallon of fuel	$1.35
Average miles per gallon	19.8

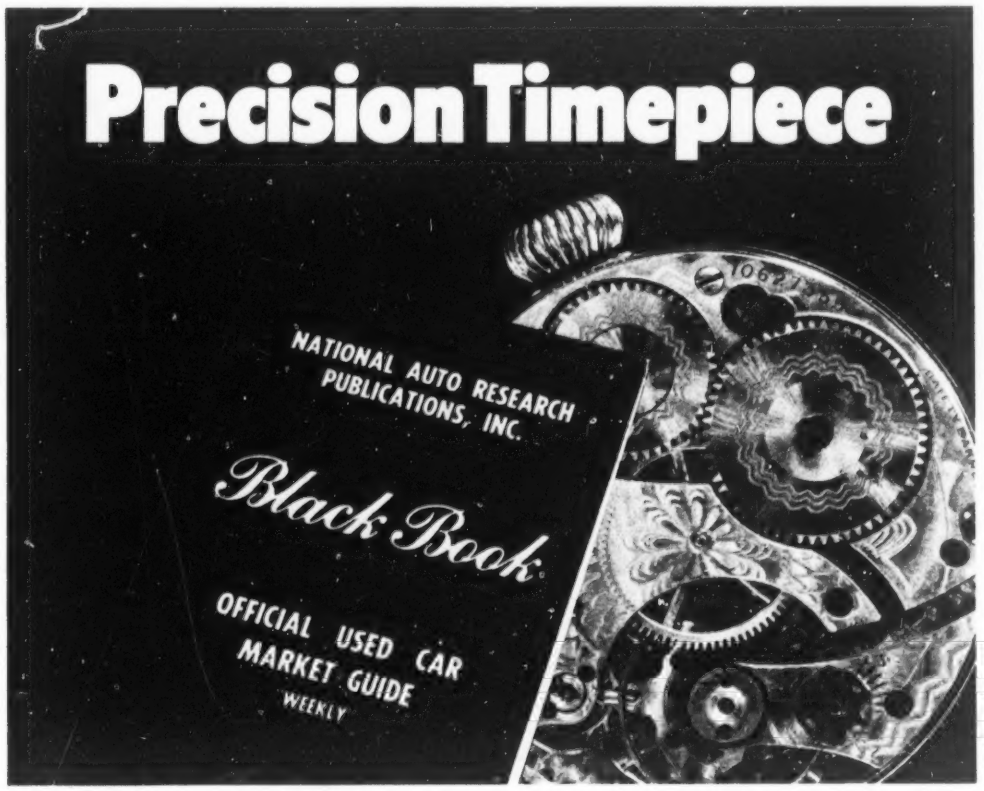
Diesel Engine Cars

	1981
Average miles per month	2,895
Fuel	.0484
Oil	.0021
Tires & Repair	.0045
Repair & Maintenance	.0080
Total Operating Expense	.0630
Average price per gallon of fuel	$1.25
Average miles per gallon	25.7

Subcompact Cars

	1981
Average miles per month	1,525
Fuel	.0589
Oil	.0009
Tires & Repair	.0063
Repair & Maintenance	.0157
Total Operating Expense	.0818
Average price per gallon of fuel	$1.35
Average miles per gallon	22.9

Source: National Assn. of Fleet Administrators.



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Silver anniversary

Lloyd McKee, right, owner-operator of Lloyd McKee Chrysler Plymouth, Inc., Albuquerque, celebrated his silver anniversary recently and received a birthday plaque from G. A. Novelly, Chrysler Denver zone manager. McKee sold more than 1,200 units in 1981, ranking among the top volume dealers in the Southwest.

Cost per mile

Continued from Page E-1

driven 2,895 miles per month and total operating expense was .0630 cents per mile, based on an average price of $1.25 per gallon of fuel. Total fuel costs for these vehicles was .0484 cents a mile. They averaged 25.7 miles per gallon.

The NAFA defines subcompact cars as those with a wheelbase of less than 100 inches.

A compact's wheelbase is 100 to 106 inches and curb weight is 2,300 to 2,799 pounds.

Midsize wheelbase is 106 to 114 inches and curb weight is 2,800 to 3,399 pounds.

Large cars have a wheelbase over 114 inches and curb weight over 3,400 pounds.

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Buffalo spot not needed, rival dealers say

New Dodge outlet stirs up a storm

Continued from Page 10

years . . . They both went out of business. We need a Dodge dealer to replace the dealer that covered this northern part of the market for Dodge.

"The Delaware Ave. area is kind of declining, so our plan was to use the Pontiac dealer (Davis) who agreed to build a building and put Dodge in next door to Pontiac . . . We're going to get a showroom now for Dodge, and later he will build a service and parts facility.

There is a "complete void" for Dodge in the northern part of Buffalo, added Casement.

"All we're doing is replacing a dealer in a better location . . . the nearest (competing) Dodge dealer is way over here in Transitown (Herbert Sixbury, Transitown Dodge)," he said.

Casement said Chrysler does careful market studies in areas like Buffalo before putting in a dealer.

It takes new-car registrations and applies them as a percentage of U. S. sales to determine Buffalo's share, for example, and further carves up the Buffalo area into trading zones to determine what each part of the area is doing.

"We find that the Kenmore trading zone is 19.4 percent of the metro area in car (registrations) and 17.8 percent in truck (registrations)," said Civitello.

"So it's a sizeable portion, and we have nobody in that area. If you look at the whole area, and see the numbers, the planning potential will support the operation," he concluded.

• Chrysler officials recalled that Herb Sixbury, Transitown Dodge, had a Dodge dealership in Kenmore which he closed in 1979.

"He didn't think we should close it, but thought we should buy it from him and maintain it . . . So his marketing thoughts have changed since '79," said Civitello.

"The assumption is that Buffalo will deliver only so many Dodges, and that's heresy," add-Pappert. "If we don't have representation in that fair share portion of the market, they (customers) won't go to the other Dodge dealers and buy. They'll go to the competition."

Pappert said that if any new dealers are to be signed "in a point that's not provisioned, it must go to the marketing committee."

"If we sense confrontation, one of the decisions of the marketing committee is that surrounding dealers be made aware of it," he added.

"Now, if we have a point such as in Buffalo, where it is designated an open point, that sales agreement package doesn't even have to come to the marketing committee. The zones have a right to do it on their own.

"We try in all our metro areas to say to all the dealers periodically, 'Here's what our plans are.' In points already designated, as in this example, probably the Syracuse zone manager didn't call a Buffalo meeting, and say, 'We're going to open a point,' predicated on the fact that the world knew this was an open point.

"The world knew we were prospecting for a dealer in that locality . . . Do they take issue with the marketing—or the fact that we were successful in putting someone into the point?" Pappert said.

• Pappert added that Chrysler is always willing to listen to complaints and has adjusted plans on occasion, based on dealer reaction.

"If those dealers as a group want to come to Detroit, I promise you we have an absolutely open door," Pappert said.

"Out in Chicago recently, where we put a package together, the dealer committee came to see us . . . In that example, we absolutely backed away (from installing a new dealer). We got a commitment from those dealers to do the kind of job we needed done in that market, and they're doing it," added Casement.

Dodge dealer Bonadonna replied by saying that since dealers in his area had not received advance notification, they couldn't very well have objected.

"If they had let us know beforehand, we would have really raised hell. But all this was done before saying anything to anybody," said Bonadonna.

He added that after sending a telegram to Chrysler Chairman Lee Iacocca and Pappert, the only response area dealers got was from the zone manager.

Pappert concluded by saying that, as a matter of policy, Chrysler has turned down many requests for duals in recent years.

"We have resisted quadding (giving a dealer the full line of Chrysler car/truck models) and dualing in fair share metropolitan markets through the last three years, predicated on a down industry," he said.

"Our feeling is that we have the product capabilities to stand on our own two feet. Our feeling is this market will not stay at 5 to 6 million domestic rates forever. At that point, those competitive dealers who are currently overfacilitized will then need those facilities for their own operations. We will have lost our identity . . .

"For us to go into a market, and put in two dealers, where one or the other is financially unstable and in the long run we lose one or the other, take our sign down and lose our image in the marketplace, doesn't make sense."

factories list auction dates

Ford Motor Co.

May 5—Columbus Fair Auto Auction, Obetz, O.; Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 6—Big H Auto Auction, Houston, Tex.

May 11—Arena Auto Auction, Chicago, Ill.

May 12—Clanton's Auto Auction, Darlington, S. C.

May 13—Skyline Auto Exchange, Fairfield, N. J.; Salt Lake City, Utah, and 166 Auto Auction, Springfield, Mo.

May 18—Dallas Auto Auction, Dallas, Tex.; Aptco Auto Auction, Taylor, Mich.

May 19—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Lakeland Auto Auction, Lakeland, Fla.

May 20—Nashville Auto Auction, Nashville, Tenn.

May 25—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, Kent, Wash.

May 26—Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

Used car sales
Auction Averages

April	$4,710
Montha ago	$4,565
Year ago	$4,116

Model breakdown
Auction Averages

	April	March	February
1982	$5,891	$9,019	$7,719
1981	5,979	6,839	6,422
1980	5,472	5,439	5,282
1979	4,638	4,759	4,487
1978	3,764	3,849	3,658
1977	2,917	2,953	2,783
1976	2,183	2,281	2,189
1975	1,491	1,695	1,798
Overall Average	$4,710	$4,781	$4,687

Chevy for Peart

Carol J. Peart signs a Chevrolet sales and service agreement to become owner-operator of Tide Chevrolet, Inc., Poulsbo, Wash. Witnessing the signature is Michael G. Heathman, Seattle zone manager.

used-car auction directory

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Loan agreement amended; new committee formed

IH takes 2 major financial steps

Continued from Page 2

should cut costs and streamline operations. Following Hayford's March resignation, McCardell assumed the title of president although much of the job functions already had been parceled out to executive vice presidents.

"Hayford's pace was just too fast," said Wall Street analyst Arvid Jouppi. "McCardell's pace seems to be just right — two notches faster than (former IH chairman) Brooks McCormick."

Jouppi said part of the company's problem in trying to renegotiate its labor agreements to win concessions has been a fairly simple one.

"Harvester wasn't dealing with a single, homogenous union," he said. "It has many diverse elements including some very radical ones." This, he said, is what caused the devastating 5½-month strike two years ago.

The analyst said that using conventionally "pure balance sheet analysis" the IH situation looks "very, very negative."

However, he said, there are a lot of "off-balance-sheet items" which are really assets, including the leadership of McCardell, who joined IH in 1977 from Xerox Corp., where he had been a senior vice president, and the team he has put together since then.

"Chrysler, Harvester and Massey-Ferguson are all in the same boat," Jouppi said. "Everybody's a loser if they fold, so everybody wants to make sure they don't."

• There is no question that the International Harvester situation remains precarious, with most analysts, and even the company itself, agreeing that the state of the economy and the eventual advent and pace of the long-awaited recovery may well be the determining factor in the survival of IH.

Arthur G. Davis, Prescott Ball & Turben analyst, agrees that the economy, particularly the farm economy, are important to IH's future. Davis, however, is sufficiently pessimistic about the recovery to say that Chapter 11 is "almost inevitable" for IH.

He said IH's large inventory in farm equipment and trucks is potentially fatal.

"They're practically giving away their farm equipment inventory," Davis said, "and they may have to start auctioning it off. It's killing the market. With the increasing number of farm bankruptcies, they have nearly $1 billion in farm equipment inventories they're going to have to laugh off."

Davis said that if IH does go into Chapter 11 reorganization, it will mean a grave problem for the U. S. truck market because Japanese truck makers, who have dramatically increased their international penetration in the last few years, might decide to move into the U. S. heavy-truck market in a big way.

He said that Komatsu International Mfg. Co., in which IH had a 50 percent interest until it sold it for $51 million earlier this year to partner Komatsu, Ltd., would likely move into the U. S. construction equipment market.

He also said that Caterpillar might decide to move into trucks to fill the void.

"The International Harvester situation is a bigger problem for the economy than meets the eye because of the sector it's in," Davis said.

Still, International Harvester is not out yet. Last week's changes gave it some room to move. The company has cut costs, made as many capital improvements as it can afford and trimmed operations not essential to its three main areas of business, trucks, farm equipment and construction equipment.

The new financial committee will be looking for other operations to lop off in the hopes of paring back to the essentials. The new credit amendments were an indication that the lenders have not given up hope of a recovery, and McCardell has said the company can be profitable later in 1982 if its primary markets are revived.

"There's no doubt about it," said analyst Davis. "The story's going to be written this summer."

Gill buys Avery Pontiac

David P. Gill, right, makes no secret of his pleasure at acquiring one of the nation's oldest dealerships, Avery Pontiac, Columbus, O. Taking part in the new-dealer signing are Ronald C. Ewart, left, former dealer, and Richard J. Sherman, Pontiac's zone manager in Cleveland. The Avery dealership was founded in 1893 by Frank E. Avery as a bicycle repair shop, becoming an auto sales outlet in 1900. It became an Oakland dealership in 1923 and took on Pontiac when that car was introduced in 1926. The new name is Gill Pontiac.

AMC's new role in autos: Produce and sell Renaults

Continued from Page 2

staff and offices of Chrysler Credit. Cappy said the program increased sales particularly in Philadelphia, where the money supply has been tight.

AMC will encourage dealers who have successfully arranged for credit through their own sources to continue those ties, Cappy said. But there will be enough money available from the captive finance company to take care of all the new Alliances and other AMC products, he said.

Financing will be available to AMC, Jeep and Renault dealers.

Also in preparation for the Alliance debut, AMC and Renault have launched an intensive service training program. Sixteen trainers have been added, and two-day and five-day clinics are being staged in all 14 zones.

Sales training may prove even more important for AMC, whose dealership personnel are unused to dealing with the younger, more educated and more affluent import buyers who will be buying 60 percent of all new cars this decade.

Detailed video disks and zone seminars are planned.

• Cappy said one of the biggest enticements that AMC offered him to sign aboard (which he did in February) was the opportunity to "keep one foot on first base" with AMC's loyal customer base "while running around bases" trying to catch those young, affluent import buyers with a high-tech, European-looking car that will be priced competitively.

It will be the only domestically built car in its price range that will comfortably seat five passengers, Cappy said.

The real sports car of the Renault-AMC family will continue to be the Fuego, which was introduced in the U. S. one month ago and is expected to turn in first-month sales of 1,400—instead of the 1,000 originally projected.

"Since I've been here, we've increased production (headed for the U. S. this year) by 3,500 cars, and I think we could do even better than that," Cappy said. "It's hard to tell how big it can go."

Undaunted by the Japanese success story, Cappy predicted the Japanese will be unable to maintain their high degree of buyer loyalty once worthy alternatives are offered.

Current AMC and Renault dealership totals are about where the companies want to stay, he said. Altogether, the three marques — AMC, Renault and Jeep — have 1,928 dealers. There are 116 Renault dealers that aren't dualed with AMC or Jeep. More than 250 AMC and Jeep dealers don't carry the Renault lineup.

In a few major markets, AMC continues to pay rent on closed dealerships which it will reopen when economic conditions improve, Cappy said.

'Gray-market' import boom troubles official networks

Continued from Page 40

questions of product liability. As far as VWoA is concerned and from a technical point of view, the cars do not exist because they were not imported by Porsche-Audi, he said.

The spokesman for Mercedes-Benz said the M-B policy is simple: "A car not originally designed and engineered to meet U. S. regulations cannot be altered to meet it."

Even something as seemingly simple as bumper standards can prove difficult to meet, he said. Even though a U. S.-spec bumper may be added, the floorpan might not get strengthened.

The independent importers can buy the parts, he said, but there is some difference in chassis built for the U. S. and those for Europe.

Servicing the cars becomes another problem. In a prepared statement, John Cook, president of BMW of North America, said flatly that modified BMWs are not covered by warranty. Technical training and assistance are unavailable to BMW dealers, he said. Even English service manuals are not available, he said.

All three manufacturers agreed that service training is not available generally on European-specification cars.

In addition to service, there is the problem of parts. Parts peculiar to the European versions (such as the rear axle for the Mercedes 500 Series), are not stocked in the U. S. These parts have to be special-ordered from overseas. That takes time.

But, as Porsche-Audi's Fuller noted, people who buy these cars come to franchised dealers for service and then find the parts and technical service problems.

Domestic dealership total down 276 in first quarter

Continued from Page 1

mestic industry. Ford is second with 4,768.

AMC had 1,535 car dealers on April 1, little changed from its Jan. 1 total of 1,547. AMC currently has 755 duals with Big Three makes and 34 with VW. At the beginning of the year, there were 737 AMC-Big Three spots and 38 AMC-VW points.

Volkswagen dipped below 1,000 during the first quarter, winding up with 992 outlets for its U. S.-built Rabbits. The total was down from 1,006 on Jan. 1. VW has 98 duals with other U. S. makes, an estimated 64 of which are with Big Three lines. The 98 domestic duals compare with 114 on Jan. 1.

Chrysler Corp.'s April - dealer total of 3,655 was down 29 from 3,684 at the beginning of the year. It was the corporation's smallest first-quarter loss since 1978.

Franchise totals on April 1 were: Chrysler, 2,634; Plymouth, 2,538; Dodge, 2,449, and Imperial, 422.

In addition to its 3,655 car dealerships, Chrysler Corp. has eight that handle only Dodge trucks. They are not included in the corporation's car-dealer total or in the Dodge car-franchise total.

Ford Motor's first-quarter slip of 78 outlets cut its car-dealer total to 5,607 from 5,685 on Jan. 1.

Franchise totals at the beginning of April were: Ford, 4,768; Mercury, 2,629, and Lincoln, 1,453.

Ford Motor has 96 outlets that handle only Ford heavy-duty trucks. They are not included in the company's car-dealership total or in Ford Division's franchise total.

At GM, the car-dealer total was 10,510 on April 1, down 140 from 10,655 at the beginning of the year. The decline was less than the fourth quarter of last year (150), but it was considerably higher than the drop of 55 in the first quarter of 1981.

GM franchise totals on April 1 were: Chevrolet, 5,365; Oldsmobile, 3,170; Pontiac, 3,005; Buick, 2,925, and Cadillac, 1,580.

Going back a year, the current total of 21,404 domestic-car outlets is down 1,047 from 22,451 on April 1, 1981.

The 12-month comparison shows dips of 495 for GM, 291 for Ford Motor, 117 for Chrysler Corp., 111 for AMC and 26 for VW. That's an aggregate drop of 1,040. There are seven more intercorporate duals than there were a year ago, so the industry's net loss is 1,047.

U. S. CAR OUTLETS

	April 1, 1982	Jan. 1, 1982
American Motors	1,535	1,547
Chrysler Corp.	3,655	3,684
Ford Motor Co.	5,607	5,685
General Motors	10,510	10,655
Volkswagen	992	1,006
TOTALS	22,299	22,577
Minus Intercorporate Duals	895	897
NET OUTLETS	21,404	21,680

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U. S. FRANCHISES

	April 1, 1982	Jan. 1, 1982
AMERICAN MOTORS	1,535	1,547
CHRYSLER CORP.		
Chrysler	2,634	2,639
Dodge	2,449	2,553
Imperial	422	421
Plymouth	2,538	2,537
FORD MOTOR CO.		
Ford	4,768	4,834
Lincoln	1,453	1,465
Mercury	2,629	2,663
GENERAL MOTORS		
Buick	2,925	2,950
Cadillac	1,580	1,595
Chevrolet	5,365	5,430
Oldsmobile	3,170	3,190
Pontiac	3,005	3,040
VOLKSWAGEN	992	1,006

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Chevy for Sanford

BAY SPRINGS, Miss. — Tom E. Sanford has been appointed owner-operator of Sanford Motors, Inc. (Chevrolet) here.

124,660 assembled, up 5 pct. from previous week

Ford overtime hikes car production

By Patricia Hoffman
Staff Writer

Overtime schedules at four Ford Motor assembly plants boosted last week's auto production 5.91 percent above the previous week's total. Only three plants were dark last week.

Last week, the makers scheduled 124,660 cars, up from 117,703 the previous week, but down 22.72 percent from 161,311 in the comparable 1981 week.

General Motors, Ford Motor and Chrysler Corp. all showed production gains last week.

Volkswagen of America's Westmoreland plant continued down for inventory control. It has been idle since April 19 and is slated to return today (May 3). GM's Janesville and Oklahoma City points remained down last week for model changeover. All other car facilities were reported working.

Janesville is expected to resume operations June 1 with production of the Cadillac Cimarron. Oklahoma City is scheduled to be back later this spring.

Saturday overtime was scheduled last week at Ford's St. Louis facility. Also at Ford, San Jose, Wayne and Wixom plants all worked daily overtime last week.

Breakdown for the week by company is: GM, 59.55 percent; Ford, 26.65 percent; Chrysler, 12.59 percent; AMC, 1.12 percent and Checker, 0.09 percent.

So far this year, the auto manufacturers have built 1,576,877 cars, down 30.07 percent from 2,254,906 in the same 1981 period.

3 Detroit-area dealers honored by Cadillac

DETROIT. — Cadillac has named three Detroit-area dealers "Master Dealers" for 1981. They are Don Massey, of Don Massey Cadillac, Inc., Plymouth; Thomas S. Dreisbach, of Dreisbach and Sons Cadillac Co., Detroit, and Roger Rinke, of Roger Rinke Cadillac Co., Warren.

It is the ninth such award for Massey, the sixth for Dreisbach and the third for Rinke. Cadillac bestows the award on about 100 dealers each year. It is based on total dealership performance, from customer satisfaction to sales.

Domestic makers team up in giant Time auto section

DETROIT.—The biggest automotive advertising section ever carried in a major magazine appears exclusively in the May 10 issue of Time magazine.

Autorama U.S.A., a 44-page auto section worth $2,280,000, according to Publishers Information Bureau estimates, marks the first time four major auto makers—General Motors, Ford, Chrysler and American Motors—have advertised cooperatively.

Autorama was sponsored by the MVMA, but all ad money is from the domestic car firms and their divisions—each of which has ads. There are 22 pages of color ads and 22 black-and-white paid ad pages with an editorial format.

Themed "There's never been a better time to buy a new car," the section was researched and written by the staff of Automotive News.

In text, photos, charts and graphs, Autorama details engineering advances built into today's new domestic cars, with emphasis on fuel efficiency, safety and economy.

Automotive News will carry the entire 44-page insert in its May 10 issue, as part of Time's promotion.

Time is also promoting the section with ads in Time, Sports Illustrated and People magazines, as well as Advertising Age, Ad Week, Adcrafter and other trade publications.

Downtime at GM reduces week's truck output 3.7 pct.

A partial shutdown at the GMC Truck & Coach plant in Pontiac pulled last week's domestic truck production down 3.75 percent from the previous week's total.

Output last week was targeted at 45,010 units, down from 46,765 the previous week, but up 36.13 percent from 33,064 in the comparable 1981 week.

So far this year, the makers have assembled 633,942 trucks, up 5.65 percent from 600,042 in the same period last year.

The heavy-duty truck line and the coach line were both down last week at the GMC plant. The two-week partial shutdown is to control inventory. About 2,000 workers were on temporary layoff last week, and 1,000 will be idle this week. Normal operations are expected to resume May 10.

Volkswagen of America's Westmoreland point remained idle last week for inventory adjustment. The facility closed April 19 and is scheduled to return today (May 3).

For the ninth consecutive week, Chrysler Corp.'s Warren plant operated on daily overtime schedules last week. The facility builds light-duty Dodge pickups.

The General Motors Detroit facility (Chevrolet and GMC chassis) upped production last week by four units an hour. The single shift now builds 22 units an hour. This is the third increase in output in six weeks and has resulted in 100 employes being recalled from indefinite layoff.

Car production in Canada shows rise for week

Canadian auto production last week rose 2.78 percent from the previous week's output, but the truck total dropped 5.50 percent as Chrysler Corp.'s Windsor plant returned to normal five-day operations.

The auto makers planned 21,632 units the week of April 26, a slight gain from 21,046 the previous week, but down 7.71 percent from 23,438 in the comparable 1981 week.

Year-to-date, the auto manufacturers have built 292,334 units, up 3.83 percent from 281,562 in the same period last year.

Truck production for last week was targeted at 12,429 units, down from 13,152 in the previous week, but 5.48 percent above the 11,783 units in the comparable 1981 week.

So far this year, the makers have finished 173,441 trucks, down 9.63 percent from 191,919 in that same period last year.

Chrysler's Windsor truck facility operated on a normal five-day week last week following two weeks of Saturday overtime. A Chrysler spokesman said overtime schedules are expected at the facility again this month, but the dates have not been set.

General Motors' Scarborough (van) facility increased production last week from 23 units an hour to 26 units an hour.

Also at GM, the Oshawa (No. One) car plant operated an eight-hour shift last Saturday and is scheduled to work Saturday, May 15 and May 29. The plant builds full-size Chevrolets.

GM's Oshawa (No. Two) plant and its Ste. Therese facility continued on one-shift operations last week. Oshawa's second shift was idled April 2, and second-shift operations were dropped at St. Therese last Feb. 1.

Overtime continued last week at Ford Motor's St Thomas plant. The facility began operating on daily overtime April 12 with both shifts working 9 hours Monday through Thursday, and eight hours on Friday.

According to a Ford spokesman, there is no downtime slated for any Ford facility during May.

U. S. CAR PRODUCTION

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1982
AMERICAN MOTORS	1,400*	2,300*	1,400*	5,831*	35,154*	19,495*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,700	18,557	15,735	60,311	279,303	199,374
Plymouth Total	6,600	9,303	6,866	25,386	138,774	83,921
Horizon	2,600	3,633	2,728	9,445	52,472	26,479
Reliant	4,000	5,557	4,138	15,941	76,628	57,442
Caravelle	.....	113	.....	.....	2,226	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,600	1,357	2,808	10,861	21,941	36,905
LeBaron	2,600	1,357	2,808	10,861	17,079	36,905
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,500	7,897	6,061	24,064	118,588	78,548
Omni	2,400	2,959	2,306	8,496	39,429	24,682
Aries	3,300	4,583	3,255	12,820	62,488	43,487
Diplomat	.....	355	.....	.....	12,989	.....
Dodge 400	800	.....	500	2,748	.....	10,379
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	33,226	34,899	31,384	119,316	474,101	335,775
Ford Division	21,729	23,922	20,792	78,437	329,020	208,688
Escort	8,382	6,645	8,457	31,480	131,710	91,549
Fairmont	3,568	5,629	3,567	13,692	67,102	33,416
Must./Must. II	3,561	4,528	3,803	14,179	50,447	37,922
Granada	3,494	2,717	3,504	13,098	27,134	32,360
Thunderbird	2,524	2,385	1,264	5,235	23,726	11,315
Ford	.....	2,018	.....	.....	28,901	.....
EXP	200	.....	197	753	.....	2,126
L-M Division	11,497	10,977	10,592	40,879	145,081	127,087
Mercury Total	9,433	9,132	8,502	32,980	123,989	94,197
Lynx	2,776	2,317	2,585	10,043	45,572	27,868
Capri	923	1,557	760	3,409	15,285	9,821
Zephyr	1,044	1,440	1,055	4,065	18,224	10,539
Cougar	1,776	1,644	1,791	6,318	12,919	16,639
XR-7	702	855	360	1,540	9,672	3,623
Mercury	2,108	1,319	1,839	7,245	22,317	25,084
LN7	104	.....	112	360	.....	623
Lincoln Total	2,064	1,845	2,090	7,899	21,092	32,890
Continental ('82)	413	.....	418	1,580	.....	7,108
Lincoln	1,036	922	1,050	3,885	10,097	13,889
Mark VI	615	923	622	2,434	10,995	11,893
GENERAL MOTORS	74,234	101,367	69,084	276,027	1,399,473	990,095
Buick Division	18,322	21,426	14,361	63,010	327,275	234,327
Skylark	2,995	5,568	3,103	11,340	89,472	42,737
Skyhawk J	3,775	.....	.....	6,836	.....	26,102
Century	2,394	4,347	2,289	9,344	67,162	40,877
Regal	4,555	6,785	4,567	17,885	91,900	60,287
Buick	3,647	3,269	3,433	13,319	58,173	53,495
Riviera	956	1,457	969	3,786	20,568	10,829
Cadillac Division	5,700	6,139	5,662	22,549	99,514	81,126
Cimarron	.....	107	.....	.....	182	1,401
Seville	600	443	606	2,382	10,955	8,344
Eldorado	1,500	1,455	1,524	5,959	22,858	21,744
Cadillac	3,600	4,134	3,532	14,208	65,519	49,637
Chevrolet Division	25,900	34,781	25,718	99,817	487,918	298,623
Chevette	6,035	7,849	6,149	25,412	109,758	64,492
Cavalier	1,490	1,644	1,400	4,596	3,517	31,079
Celebrity	2,750	.....	2,246	7,167	.....	19,469
Camaro	5,455	2,549	5,046	21,071	44,839	71,315
Citation	4,050	7,400	4,788	17,127	125,475	47,854
Malibu	3,280	6,588	3,334	13,214	90,027	30,136
Monte Carlo	1,765	3,540	1,677	6,945	46,708	17,462
Chevrolet	475	4,811	470	1,874	56,326	6,871
Corvette	600	400	608	2,411	11,268	9,945
Oldsmobile Division	13,719	25,279	12,800	52,456	335,118	254,945
Omega	1,710	3,744	1,695	6,629	54,178	28,089
Firenza	1,025	.....	.....	2,792	.....	24,640
Cutlass	2,400	13,203	2,548	9,088	160,987	64,203
Cutlass/Ciera	2,617	.....	2,556	10,309	.....	38,880
Oldsmobile	5,423	6,993	5,461	21,464	102,305	87,975
Toronado	544	1,339	540	2,174	17,648	11,158
Pontiac Division	10,593	13,742	10,543	38,195	149,648	121,074
Acadian†	495	404	493	2,013	8,065	3,928
J2000	1,230	1,384	1,350	3,559	4,274	7,752
T1000	913	2,757	883	2,649	17,980	4,722
Firebird	2,945	1,502	2,743	11,445	18,270	38,979
Phoenix	880	2,462	1,082	3,711	40,892	10,245
Grand Prix	1,640	3,221	1,654	6,293	34,288	25,095
Bonneville ('82)	1,640	.....	1,651	6,294	.....	25,017
A6000	850	.....	687	2,231	.....	5,336
LeMans	.....	1,774	.....	.....	20,750	.....
Pontiac	.....	238	.....	.....	5,129	.....
VOLKSWAGEN	.....	4,188	.....	6,671	66,242	30,938
CHECKER	100*	.....	100*	320*	633*	1,200*
Total Cars, U. S.	124,660	161,311	117,703	468,526	2,254,906	1,576,877

TRUCK PRODUCTION IN U. S.†

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1982
CHEVROLET	13,590	8,292	14,807	55,420	197,278	214,603
DODGE	3,200	2,457	3,124	11,822	28,691	43,256
FORD	19,329	15,225	19,268	69,258	212,660	224,675
GMC	5,126	2,486	5,829	22,029	67,120	80,102
INTERNATIONAL	1,195	586	1,167	4,076	25,697	17,160
VOLKSWAGEN	.....	1,028	.....	1,039	16,165	5,776
JEEP	1,520*	1,500*	1,520*	6,080*	30,986	26,430*
AM GENERAL	50*	90*	50*	200*	1,445*	740*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	20,000*	21,200*
Total Trucks, U. S.	45,010	33,064	46,765	173,924	600,042	633,942

CANADIAN TRUCK PRODUCTION

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1962
CHRYSLER CORP.	2,080	2,006	2,545	8,725	23,632	32,628
FORD MOTOR	3,285	2,843	3,613	13,273	58,842	43,019
GENERAL MOTORS	6,796	6,686	6,729	26,963	105,182	93,653
INTERNATIONAL	268	248	265	1,017	4,263	4,141
Total Trucks, Canada	12,429	11,783	13,152	499,978	191,919	173,441
N. American Trucks	57,439	44,847	59,917	223,902	791,961	807,383

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1982
AMERICAN MOTORS	600	684	608	2,303	10,559	8,990
CHRYSLER CORP.	3,440	1,858	3,465	13,046	10,490	55,398
FORD MOTOR	8,927	7,419	9,326	35,290	63,987	96,033
GENERAL MOTORS	8,440	13,252	7,422	31,968	192,870	128,256
VOLVO	225	225	225	900	3,656	3,657
Total Cars, Canada	21,632	23,438	21,046	83,507	281,562	292,334
N. American Cars	146,292	184,749	138,749	552,033	2,536,468	1,869,211
N. American Trucks	57,439	44,847	59,917	223,902	791,961	807,383
North American Cars and Trucks	203,731	229,596	198,666	775,935	3,328,429	2,676,594

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.